

Public Affairs Report

November 2000 - May 2001

Hawaii

April's Tsunami Awareness Month campaign in Hawaii was very successful this year and received heavy local press coverage. Tsunami Awareness Month has become an annual affair, organized by NOAA (Pacific Tsunami Warning Center and International Tsunami Information Center), Hawaii State Civil Defense, Oahu Civil Defense, and the Pacific Tsunami Museum. Several projects and events were planned and a calendar was developed. A media workshop was held on March 21 to familiarize reporters with general background information about tsunamis, provide information on safety preparedness, and announce the month of activities which kicked off with a proclamation signing ceremony in Governor Cayetano's office on March 23. Several survivors attended the signing and the Governor took time to ask questions and listen to their stories.



Left to Right: Alan Okinaka, tsunami survivor, Agnes & Jim Carroll, survivors, unidentified survivor, Governor Benjamin J. Cayetano holding the Proclamation, Mike Blackford, director, ITIC, Jeanne Johnston, survivor, Barbara Ackerman, survivor, Brian Yanagi, Hawaii State Civil Defense; and Charles McCreery, director, PTWC.

Activities in April including presentations at libraries by experts and/or survivors; sponsoring exhibits at public events such as Earth Day Fair, Keiki Fest, and the Small Business Show; survivor gatherings; and open house at PTWC each Friday and Saturday and the Pacific Tsunami Museum on April 28. Chip McCreery participated in a 20 minute call-in show on local CNN radio. Brian, Chip, and Mike (possibly others) were interviewed for TV and newspaper stories and Chip appeared on one of the morning new shows. The media cooperated by announcing events throughout the month. One of the local papers provided a tsunami fact every day for a week on the weather page. Posters were placed in the city buses courtesy of Oahu Civil Defense.

Other PTWC media contacts since the last National Tsunami Hazard Mitigation Program meeting include CNN, the Travel Channel, The Weather Channel, Men's Health Magazine, and Coastal Living Magazine. NOAA did a press release.

Oregon

Oregon State University, Oregon Sea Grant, Washington, Sea Grant, NOAA, and the USGS sponsored the Yaquina Bay and river Earthquake and Tsunami Vulnerability Assessment Workshop February 28 through March 1, 2001, in Newport, Oregon. The goal of the workshop was to engage the Yaquina Bay ports and harbors community in a hazards and vulnerability process to enhance their ability in developing earthquake and tsunami mitigation strategies. Dr. Bernard attended the workshop.

Washington

Following the February 28 earthquake in Washington NOAA posted a news story on its home page stating that there was no tsunami from this earthquake. There were several media requests for interviews following the earthquake (see attached media attention list).

The Puget Sound Tsunami/Landslide Workshop was held January 23 and 24, 2001, at the NOAA Sand Point auditorium. The workshop was organized by George Crawford (Washington, EMD), Hal Mofjeld (NOAA/PMEL), and Craig Weaver (USGS & Project Impact). Purposes of the workshop were to create partnerships to address the tsunami and landslide hazards in the Puget Sound Region and to develop an action plan to generate tsunami inundation maps and other tsunami/landslide mitigation products for Puget Sound communities. The workshop was well attended by various emergency management personnel and state and local officials.

Alaska

In January 2001, the NOAA home page featured a news story entitled, "NOAA tsunami buoy 'feels' Alaska earthquake. The earthquake was centered about 70 miles southwest of Kodiak, Alaska. The triggered buoy performed exactly as designed and the BPR data was plotted on the tsunami real-time page and transmitted to the Warning Centers. The West Coast/Alaska Tsunami Warning Center received the information and issued an information bulletin minutes later.

California

The "Designing for Tsunamis, Seven Principles for Planning and Designing for Tsunami Hazards" booklets were published and distributed to Steering Group members. This was multi-state project funded by the National Tsunami Hazard Mitigation Program.

Media Attention and Workshops

Oct 2000	October Scientific American article in the News and Analysis section entitled, "Killer Waves on the East Coast," quotes Frank González.
Nov 2000	Interview with Eddie Bernard published in Worst-Case Scenario Survival Handbook (www.worstcasescenarios.com)
Nov 17, 2000	Discovery Channel airs Storm Warning! episode Fast and Furious. One of the three segments of the program features Frank González and discusses the Papua New Guinea tsunami. Program aired Nov. 17 at 2 a.m. and 10 p.m. and again on Nov. 18 at 3 p.m.
Jan 11, 2001	NOAA Press release on the DART buoy being triggered by the Kodiak earthquake. Story ran on the NOAA home page on Jan. 12. Story quotes Eddie Bernard and the Tsunami Warning Centers.
Jan 11, 2001	The Pioneer Productions program entitled "Stormforce - Tsunami" will be shown on The Learning Channel tonight at 10 p.m.

Jan 22, 2001	Puget Sound Tsunami/Landslide Workshop article by Tom Paulson in the Seattle Post-Intelligencer. Article generated TV media interest.
Jan 22, 2001	Hal Mofjeld and Shunichi Koshimura interviewed by Meeghan Black, KING-TV 5 (NBC) about Puget Sound Tsunami Risk. Article appeared on the 6:30 p.m. newscast. Also appeared on their website and included the newscast video.
Jan 22, 2001	Hal Mofjeld and Shunichi Koshimura interviewed by Chris Legeros, KIRO-TV 7 (CBS) about Puget Sound Tsunami Risk. Article also appeared on their website.
Jan 22, 2001	Hal Mofjeld interviewed by Gillian Sheldon, Channel 13, KCPQ (Fox).
Jan 22, 2001	Frank González interviewed by John Sharify, KOMO-TV 4 (ABC). Article appeared on the 5:30 p.m. newscast and on their website with a video of the newscast.
Jan 22, 2001	Frank González interviewed by Northwest Week with C.R. Douglas. Will air on Monday, Feb. 5 at 7 p.m. and on Friday, Feb. 9 at 7 p.m. on PBS Channel 12 (KBTC-TV).
Jan 22, 2001	The Olympian ran article in newspaper and on their on-line site
Jan 23-24, 2001	Puget Sound Tsunami/Landslide Workshop organized by George Crawford (WA EMD), Hal Mofjeld (NOAA/PMEL), and Craig Weaver (USGS & Project Impact).
Jan 23, 2001	Frank González interviewed by Northwest Cable News with Meg Coyle. Aired live at 7:30 a.m. and again at 9:30 a.m.
Jan 23, 2001	Contacted by NOAA Public Affairs re: an inquiry by National Geographic Television for the tsunami model. Transferred to Dr. Koshimura.

Jan 23, 2001	Contacted by Martin Van Den Hemel, Richmond Review (British Columbia) requesting information on whether or not the Georgia Strait would be similar to Puget Sound in the event of a local earthquake. Had seen the computer simulation on KIRO 7 last night. The Review (Richmond, B.C.) ran the article in print and in the on-line edition on January 25.
Jan 23, 2001	Contacted by Greg Hernandez, NOAA Public Affairs, re: ABC.com wanting to use the graphics from our poster on Puget Sound tsunami/landslides in their web page article. They picked up the AP story.
Jan 23, 2001	Eddie Bernard interviewed by Austin Gwin, KCPQ-TV 13 (Fox) about the tsunami workshop and tsunamis in Puget Sound.
Jan 23, 2001	Weather.com ran story about quake potential in Seattle and quoted both Hal Mofjeld and Frank González.
Jan 23, 2001	LA Times.com on line ran article picked up from the AP wire entitled, "Computer Shows Tidal Wave Danger." Same text at The Weather Channel article.
Jan 23, 2001	USAToday.com ran AP article entitled, "Scientists paint grim picture of Seattle-area quake."
Jan 31, 2001	Seattle Post-Intelligencer Editorial entitled, "Prepare for tsunamis" appeared in the January 31 edition.
Feb 28, 2001	NOAA News Story: NOAA Says No Tsunami Threat from Seattle Quake
Feb 28-Mar 1, 2001	Dr. Bernard attended the Yaquina Bay and River Earthquake and Tsunami Vulnerability Assessment Workshop in Newport, Oregon. Workshop was sponsored by Oregon State University and Oregon Sea Grant.
Mar 5, 2001	Dr. Bernard attended the California Tsunami Steering Committee Workshop in San Francisco and a workshop on guidelines for Ports for seismic motions and tsunami hazards in Santa Monica, CA
Mar 23, 2001	NOAA Press Release: April is Tsunami Awareness Month in Hawaii. See: http://www.noaanews.noaa.gov/stories/s604.htm

Apr 4, 2001	CNN requested video of DART buoys. We sent a mini-dv tape.
Apr 9, 2001	Film interviews with Hal Mofjeld and Frank Gonzalez by Bill Brangham of the NY Times/National Geographic to be used for a documentary in the paper called Science Times and for National Geographic.
May 1, 2001	The Sun interviewed Hal Mofjeld following the Kitsap County Emergency Manager's Meeting
May 2, 2001	Hal Mofjeld was interviewed by Deidra Filva (Puget Sound Business Journal) about tsunamis and landslides in Puget Sound, as well as tsunamis that might strike coastal communities. She was interested in the basic mechanisms that generate tsunamis, our modeling efforts, the DART systems and the SIFT project.
May 2001	Frank González was interviewed by Gerald Trauffer and was quoted in a tsunami article that appeared in the May 2001 issue, page 206) of the German-language magazine Der Spiegel
May 14-15, 2001	Tsunami Warning Workshop in Portland, Oregon